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Student connection program



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## Student Connection Program

### What is it?

Launched in 1996, the Student Connection Program (SCP) hires and trains university and college students as Student Business Advisors to provide customized, hands-on Internet training to small and medium-sized enterprises across Canada.

In June 1998, Year 2000 First Step was launched in partnership with the Canadian Imperial Bank of Commerce (CIBC) to help small and medium-sized businesses address Year 2000 (Y2K) computer problems.

**"The Student Connection Program helped me acquire valuable marketing skills and coordinator skills. I learned to manage my time, how to work alone and with a team. The opportunity to work with people on a national level and to share resources is a key element in the ongoing success of the program. The experience acquired with this program will help me in the future."**

**Roch Lebuis, Coordinator,  
Student Connection Program,  
College Boreal, Sudbury, Ontario.**

With Year 2000 First Step, SCP helps businesses take the important first step toward Y2K compliance by providing awareness, basic computer assessments and recommended action plans. As the name implies, Year 2000 First Step is only one of a number of stages a company may have to go through to prepare for the millennium. Businesses with serious problems or complex networks will need to seek the assistance of a Year 2000 solutions provider.

### Who's involved?

As of December 31, 1998, SCP has exceeded its student target by hiring over 2800 young people who have provided Internet training to over 42 000 Canadian businesspeople.

An Industry Canada initiative, the SCP receives funding from the federal government's Youth Employment Strategy.

Several private sector partners have joined the program, including Microsoft, Bell Canada, CIBC, IBM and *PROFIT Magazine*. The SCP is delivered out of colleges and universities across Canada and is available in over 85 urban communities nationwide.

### How does it work?

**Students:** Qualified students and recent graduates are hired and trained by SCP administrative centres located in 14 colleges and universities across Canada. Students involved with the SCP gain valuable on-the-job business experience and exposure to potential employers as they finance their education.



**Businesses:** With SCP customized Internet training, companies learn that using the Internet adds value to the way they do business by providing them with more efficient means of communication, access to a wealth of information at their fingertips, the possibilities of developing a Web presence, opportunities to expand their markets, means of sourcing new suppliers and customers worldwide, developing electronic commerce and much more. With Year 2000 First Step, SCP helps companies take the important first step to being "Y2K ready."

For more information, please contact:  
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